

The Samsung logo, consisting of the word "SAMSUNG" in a bold, sans-serif font, is enclosed within a white, horizontally-oriented oval shape. The background of the entire top section is a solid dark blue-grey color.

SAMSUNG

Enterprise IP Solutions

www.samcom.com.au



OfficeServ™ 7000 Series

One communications platform

Endless potential



Connect your business to the power of convergence

Samsung's **OfficeServ** 7000 Series

Samsung's **OfficeServ** 7000 Series communications platform places the power of convergence in the hands of today's growing businesses. Taking full advantage of industry leading convergence technology, the **OfficeServ** Series reduces communications costs with a single platform for voice and data, wired and wireless communications as well as traditional voice and IP (Internet Protocol) telephony.

Samsung Electronics, a world leader in the electronics market and a renowned provider of superior and affordable technology solutions, has developed the system based on expertise in wireless communications, digital technology and core networks. In the past, only the largest companies could afford technology of this calibre. With the **OfficeServ** 7000 Series, Samsung has leveled the playing field for today's small, medium and large-sized businesses with an affordable, easy to use converged communications system.

SIMPLE | SCALABLE | AFFORDABLE



OfficeServ 7030
up to 20 users



OfficeServ 7100
up to 25 users



OfficeServ 7200S
up to 50 users
OfficeServ 7200
up to 100 users



OfficeServ 7400
up to 400 users

All in one design simplifies business solutions

WIRED
VPN
VOIP

NETWORKING
WIRELESS



TELEPHONY | ROUTER/SWITCH | QoS/MANAGEMENT



A single solution that manages your communications more effectively and economically

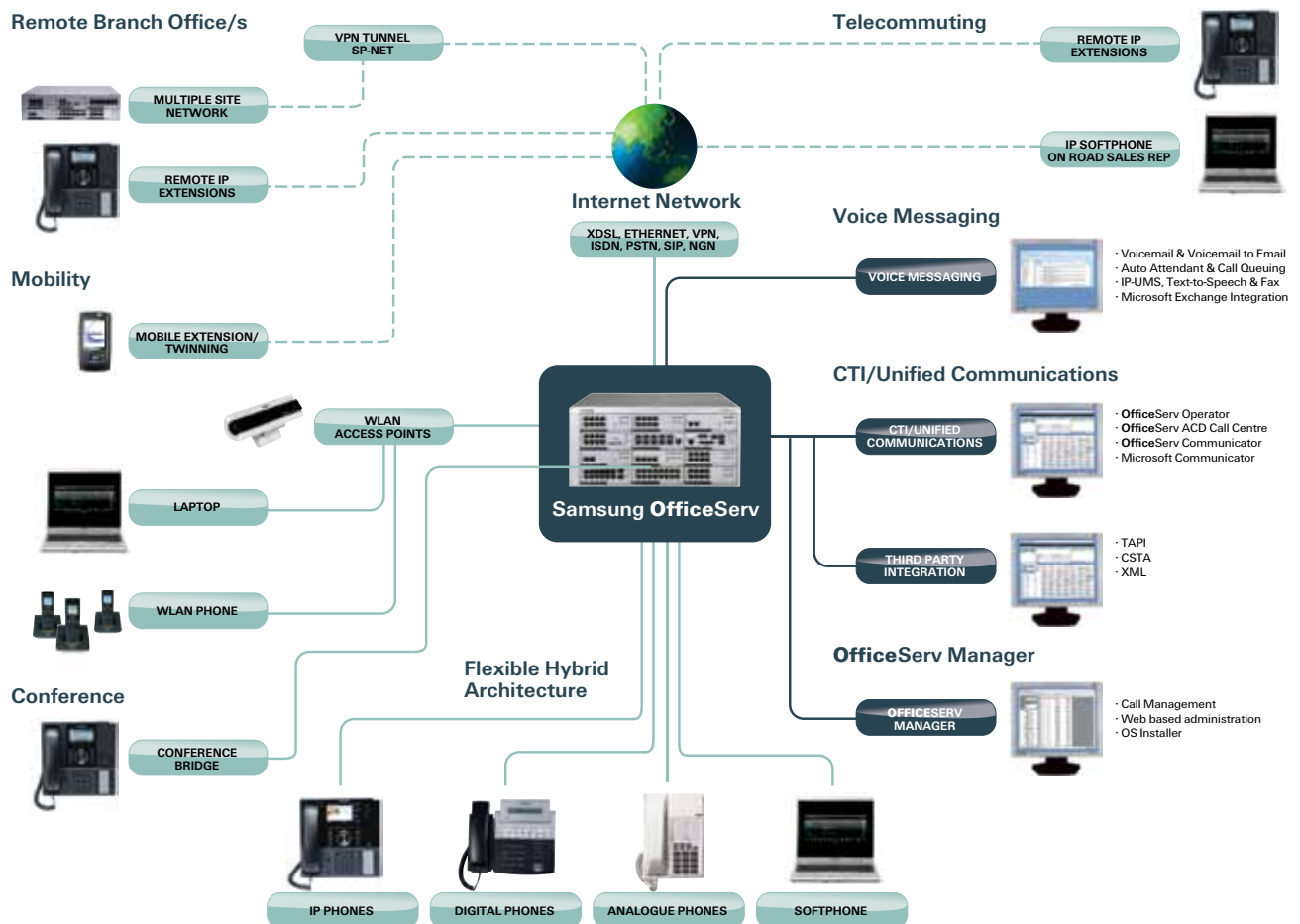
The **OfficeServ 7000 Series** provides a range of expandable communication platforms that install and configure easily to empower your business with access to voice and data solutions throughout your office complex, and remote sites.

There are endless practical advantages in using one platform to deploy voice, data, video and wireless. One of the most attractive benefits is the ability to experience the dramatic cost savings of harnessing the power of the Internet for high-quality VoIP (Voice over Internet Protocol) communications. The fact that the **OfficeServ 7000 Series** features a modular design that easily accommodates business growth is another drawcard. This advanced system also allows you to add powerful applications that provide remote workers and branch offices with the same voice and data capabilities as your on-site team.

By streamlining and unifying your business communications, the **OfficeServ 7000 Series** is the converged system that improves workplace productivity and significantly reduces communications costs. It's the competitive advantage no business should be without.

Samsung OfficeServ 7000 Series

Flexibility and functionality on a single IP communications platform.





OfficeServ Digital , IP and Multimedia (UC) handsets

The **OfficeServ 7000 Series** supports a range of stylish, easy to use ergonomically designed digital and IP handsets.

All handsets feature large clear displays, with intuitive menu driven prompts that ensures your staff can easily use and maximise the benefits of the system - from making and receiving calls, call forwarding , paging, and providing direct access to voice mail, call logs, and system directories. One touch soft keys can be programmed to suit specific requirements for individual users, such as one button access for selected internal extensions with associated LED status display, or alternatively used for commonly accessed features or speed dial numbers.

All Samsung handsets are handsfree and are headset compatible.

Samsung Multimedia Telephone (SMT) range of IP handsets are designed to provide an exceptional multimedia communications experience by maximising the benefits of the latest developments in IP technology and audio quality. The SMT range delivers true business grade quality in all respects.

Samsung **OfficeServ SMT UC** range of handsets provide advanced Unified Communications (UC) collaboration features such as presence information, instant messaging, video (via USB camera) and audio and video recording* either via the intuitive display on the handset* or seamlessly integrated with the **OfficeServ Communicator UC** application on your PC. The UC handsets also utilise the open architecture of XML allowing access to the rich world of customised software applications by integrating the handset displays and soft keys

Digital Handsets



SMT-IP Handsets



Flexible design allows the SMT-IP handset to be positioned at 30° and 60° on your desk or if required wall mounted.

*Optional wall bracket maybe required

*SMT-i5243 handset with **OfficeServ Communicator Professional** only



IP Telephony - The Virtual Enterprise becomes reality

IP telephony can liberate you and your staff from the rigidity of conventional corporate infrastructure. With the **OfficeServ 7000 Series** staff members working from home or departments operating out of satellite offices have full access to the internal communications system, regardless of distance, and enjoy exactly the same handset functionality as an internal digital handset.

For multi-site environments, the Samsung **OfficeServ 7000 Series** communications platform allows you to create a secure, seamless and scalable network across multiple locations, including branch offices and remote and mobile workers wherever they may be.

The **OfficeServ 7000 Series** uses Samsung Proprietary IP Networking (SPNet); a feature that enables **OfficeServ** systems to be networked over wide area data connections (WAN). This accommodates everything from simple call forwarding and transfers to advanced features such as centralised operators and call distribution across sites.

Mobility – An impressive level of workplace flexibility

To maximise productivity Samsung's mobility solutions keeps mobile workers connected via handsets, laptops, or mobiles when away from their desks.

If you have staff that are mobile within your workplace, then Samsung wireless mobility solutions allows them complete freedom to move around the office, while still being able to take and make calls, and access system features. The **OfficeServ 7000 series** delivers clean, crisp voice quality across wireless LAN access points to feature-rich, menu driven wireless handsets.

If you have staff that are mobile outside of your workplace, then Samsung's **OfficeServ** mobile extension (Mobex) application enables mobile phones (or other devices) to be seamlessly connected to your office system. Up to five numbers (mobile phone, home office, etc) can be paired with a deskphone, and can be programmed to ring simultaneously for incoming calls, so your key staff will always be contactable, and will never miss that important call again.

The optional Samsung Mobex executive feature can also allow users to access advanced system features from their mobile phone, for instance, transferring calls back to the office or setting up conference .

With a Microsoft Windows-based Softphone, mobile staff that regularly work away from the office can also enjoy the full functionality of their desk phone on their PC. As long as they have internet access, either from hotel rooms, airport lounges or wi-fi hot-spots, users can be contacted by their colleagues, have access to their voicemail, be in touch with customers and can make calls via their Softphone for a fraction of normal call costs.





Samsung Messaging Solution

To make your business so much more efficient the Samsung **OfficeServ** Messaging Server provides advanced call messaging and processing features such as voice mail, auto attendant, call queuing and faxmail. Simple to use, Samsung voice mail puts the user in control. At the touch of a button each user can record their own personal greetings, create and send messages to a group and record personal reminders and conversations. Users can communicate more intelligently with callers using different greetings and employ call routing based on time of day, day of week, caller ID and direct in-dial... customisation has never been more flexible, professional and efficient.

Automated Attendant

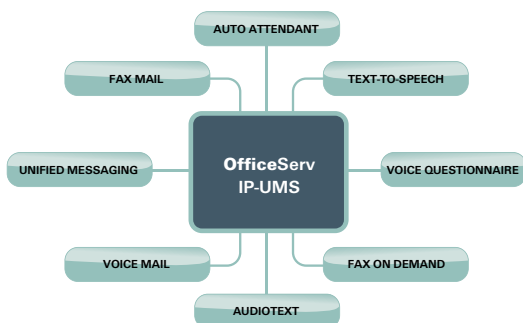
Incoming calls are never kept waiting with the Samsung **OfficeServ** Auto Attendant. The Auto Attendant can automatically answer multiple calls simultaneously and can be programmed to provide different greetings for different departments without the need for a receptionist to handle the call. Automated Attendant can also be used as the primary answering point for all calls or is an ideal solution for busy or out-of-hours periods

Uniform Distribution (Call Centre)

The integral Uniform Call Distribution (Call Centre) application gives any working environment the opportunity to optimise its in-coming call management processes and maximise staff efficiency. During busy times when a staff member is not immediately available, calls can be held in a queue while comfort messages reassure callers of prompt attention as soon as possible. To help you measure activity, the program also provides in-coming call statistics for a group or extension.

OfficeServ IP-UMS

The **OfficeServ** IP-UMS application truly unifies all your voice mail, fax mail and email messages, making your organisation more responsive, flexible and efficient. The **OfficeServ** IP-UMS application provides a unified messaging platform allowing employees to access any type of messages anytime, anywhere.



IP-UMS - Text-to-Speech

- Advanced text-to-speech capabilities allow users to dial into their mailboxes and have their email messages read to them by the IP-UMS server.
- Mobile workers become more responsive and have the ability to listen to email messages over their phone or any phone in the world.
- The text-to-speech feature can also be used to easily create instant professional Automated Attendant greetings for your company.



Get smart with **OfficeServ** applications for your PC

Samsung **OfficeServ** Unified Communications (UC) applications meet the modern challenges of managing communication and information, by providing a link between two previously separate systems, your communication system and your PC.

But utilising the power of both, Samsung **OfficeServ** UC applications offer substantial benefits in enhanced customer service and personal productivity.

The Samsung **OfficeServ** 7000 Series systems are also Microsoft TAPI (Telephony Application Programming Interface) compliant to accommodate compatibility with a wide range of industry standard Computer Telephony Integration (CTI) applications.

OFFICESERV IP-UMS



- Unified Messaging
- Auto Attendant
- Text-To-Speech
- Desktop faxing
- Subscriber Services
- Web and MS Outlook
- Easy user management

OFFICESERV COMMUNICATOR



- PC Call Control/Features
- Record Conversations (Pro Version)
- Dial from MS Outlook Contacts
- Call Log
- Directory
- Extension Status (BLF)
- Memo

OFFICESERV MESSENGER



- Instant Messaging
- Presence
- Video/Audio Conferencing
- Screen Share
- Whiteboard
- Applications Sharing
- Collaboration

OFFICESERV SOFTPHONE



- PC Phone/Extension
- Full Call Control/System Features
- Call Log/Directory
- Video Call
- Record
- Memo

OFFICESERV OPERATOR



- PC-Based Operator Console
- Professional Call Control
- Busy Lamp Field Indication, Extension Info, Department Queues, Conference Call Set Up
- Drag and Drop call management
- Manage high volume calls efficiently

OFFICESERV DATAVIEW



- Call Centre Monitoring and Historical Reporting Package
- Comprehensive Traffic Reporting and Analysis Tool
- Track, store and analyse call data
- Improve cost efficiencies

OFFICESERV ACD CALL CENTRE



- PC-Based Call Centre Solution
- Skills Based Routing
- Powerful Call Management Options
- Multiple Queues
- Remote Agent working
- Real Time and Historical Reporting

OFFICESERV EASYSET



- Personal Phone Management Software
- Allows intuitive web-based phone set up
- Users can easily change personal phone options



OfficeServ Communicator – Enhanced collaboration. Greater Mobility. Increased Flexibility.

Now there's an integrated communications application that can help you achieve all three. – with the end result of improving productivity and providing better service to your customers.

With Samsung **OfficeServ** Communicator and Messenger applications, you can seamlessly bring together voice, video and instant messaging capabilities at a price to match your business size. With the big business collaboration capabilities of **OfficeServ** Communicator and Messenger your staff will have the tools to collaborate easily, fostering faster decision making, better service and business growth.

OfficeServ Communicator provides improved call control with point and click convenience from your PC. Simply click to dial from MS Outlook, or return a call from a call log displaying all your incoming, outgoing and missed calls. With **OfficeServ** Communicator one-to-one video is a simple reality and lets you see co-workers with a click of a mouse, and you can easily record audio and video conversations* to your local PC for later review.

OfficeServ Messenger# adds instant messaging, collaboration and presence awareness functions to improve communication and productivity for staff that are dispersed over multiple locations or remote sites, or even over a large premises.

PRESENCE



Presence awareness enables staff to quickly determine a colleagues availability for a time sensitive discussion.

INSTANT MESSAGING



Instant messaging allows for real time chat between colleagues.

VIDEO CONFERENCING CALL



Users can easily turn a chat (IM) session into a video conference or white-boarding session without interruption.

WHITEBOARDING



White-boarding lets co-workers collaborate and brainstorm with one another right from their desktops and file sharing enables participants to easily share or exchange files.

*Handset dependent

Not available on all systems



Data Communications

The **OfficeServ 7000** series gives your business an all-in-one voice and data solution that saves on communications costs by eliminating divergent systems, bottlenecks and competition between voice and data streams.

LAN Interface Module: Layer 2/3 Ethernet Switch Options

The choice of basic unmanaged switches through to a fully managed and secure switching matrix are available on the **OfficeServ 7000** Series. It is capable of providing solutions including VLAN separation of voice and data, power over ethernet supply to IP phones or wireless access points and separate DHCP management of both IP phones and in-house PCs. Security Policy options that include IP addresses and MAC access lists are configured via the built in

WEB management tool.

The **OfficeServ** range of products all support Policy Management and Quality of Service (QoS) in order to provide prioritised communications services.

Routing, Firewall and Intrusion Detection

Industry standard data security is provided as a first line of defence against network attacks and unauthorised access. The **OfficeServ 7000** series has powerful in-built security with enterprise class intrusion detection, denial of service and firewall capabilities to provide a secure gateway to your network without compromising the security of your business.

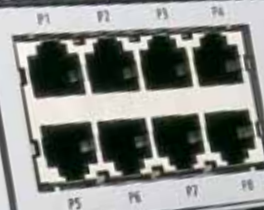
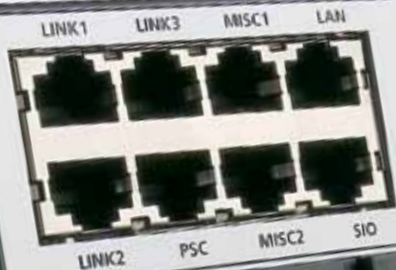
In addition, policy enforcement and content filtering are supported to further enhance security, providing complete functionality and flexibility to deliver secure internet and intranet access.

VPN (Virtual Private Network)

The system is optimised for VoIP and VPN tunnelling. It can provide enhanced and secure data networking to remote office locations, home workers and mobile staff with the optional inclusion of data encryption for added piece of mind.

Several data modules can be combined in your **OfficeServ** system to create a fully manageable, expanded data infrastructure.

SAMSUNG



SAMSUNG OFFICESERV SYSTEM FEATURES LIST

| | | | |
|-------------------------------|-------------------------------|-------------------------------|----------------------------------|
| Account Code Entry | · Preset Destination | Executive Barge-In (Override) | Ring Modes |
| · Forced-Verified | · Preset Forward Busy | · With Warning Tone | · Time Based Routing-Plans |
| · Forced-Not Verified | Call Hold | · Without Warning Tone | · Automatic/Manual |
| · Voluntary | · Exclusive | · Trunk Monitor or | · Holiday Schedule |
| All Call Voice Page | · System | Service Observing | · Temporary Override |
| Attention Tone | · Remote | External Music Interfaces | Ring Over Page |
| Audio Message with Alarm | Call Park and Page | External Page Interfaces | Secretary Pooling |
| (Timer) Reminder | Call Pickup | Flash Key Operation | SIP Extensions |
| Authorisation Codes | · Directed | Flexible Numbering | SIP Trunks |
| · Forced | · Groups | Group Busy Setting | Speed Dial Numbers |
| · Voluntary | · Established | Hot Line | · Station List |
| Auto Attendant | Call Recording | In Group/Out of Group | · System List |
| Automatic Hold | Call Waiting/Camp-On | Incoming Call Distribution | Speed Dial by Directory |
| Background Music | Caller Emergency | Incoming/Outgoing Service | Station Hunt Groups |
| Call Activity Display | Service ID (CESID) | IP Handsets | · Distributed |
| Call Centre | Centrex/PBX Use | IP Softphone | · Sequential |
| · Agent Busy/Manual | Chain Dialling | IP Video Handset | · Unconditional |
| Wrap Up Key | Chain Forward | IP Video Softphone | Station Message |
| · Agent PIN (ID) Numbers | Class of Service | ISDN Service | Detail Recording |
| · Agent Login & Logout | Common Bell Control | · Primary Rate Interface | Station Pair |
| · Automatic Logout | Computer Telephony | LAN Interface | System Alarms |
| · Automatic Wrap-Up Timer | Integration (CTI) | Least Cost Routing | System Maintenance |
| · Priority Call Queuing | · OfficeServ Link | Live System Programming | Alarms |
| · Embedded Reporting Package | · OfficeServ DataView | · From Any Digital Handset | System Directory |
| - Agent Statistics | · OfficeServ EasySet | · With a Personal Computer | Toll Restriction |
| - Call Statistics | · OfficeServ Operator | Meet Me Page and Answer | · By Day or Night |
| - Group Supervisors | · OfficeServ Softphone | Memory Protection | · By Line or Station |
| - Printed Reports | Conference | Message Waiting Indications | · Eight Dialling Class |
| · OfficeServ DataView | · Add On (5 party) | Message Waiting Key | · Special Code Table |
| - UCD Statistics | · Unsupervised | Microphone On/Off | Toll Restriction Override |
| - UCD Monitoring | · Split | per Station | Tone or Pulse |
| - Wall-Style Display | Conference Bridge | Mobility Solution/Mobex | Dialling Transfer |
| - Windows | · Meet me conference | Mobile Extensions | · Screened/Unscreened |
| Call Costing | · Pre-defined outbound | Multiple Language Support | · Voice Mail Transfer Key |
| Caller Identification (CID) | · Ad-Hoc conference | Music On Hold-Flexible | · With Camp-On |
| · Automatic Number | · Conference recording | Music On Hold-Source | Trunk Groups |
| Identification (ANI) | Conference Group | Networking | Uniform Call |
| · Caller ID | Customer Set Relocation | · SPNet over IP | Distribution (UCD) |
| · Calling Line Identification | Data Security | · QSig over PRI | Universal Answer |
| Caller ID Features | Database Printout | Off Premises Extensions | Unified Communications |
| · Name/Number Display | Daylight Savings Time-Auto | OfficeServ Wireless | · OfficeServ Communicator |
| · Next Call | Dialled Number | Operator Group | · OfficeServ Messenger |
| · Save Caller ID Number | Identification Service (DNIS) | Overflow | · Microsoft Communicator |
| · Store Caller ID Number | Direct In Lines | · Operator | Integration |
| · Inquire Park/Hold | Direct Inward Dialling (DID) | · Station Group | Unified Messaging |
| · Caller ID Review List | · Day/Night Routing | Override Codes | · OfficeServ IP-UMS |
| · Investigate | · Busy or Camp-On Option | Paging | · Text-To-Speech |
| · Abandon Call List | · MOH Source | · Internal Zones (5) | · Fax Mail/Fax on Demand |
| · Caller ID on SMDR | · DID Call Limits | · External Zone (2) | · Microsoft Exchange Integration |
| · Number to Name Translation | Direct Inward System | · All External | Uniform Call |
| · Caller ID to PSTN | Access (DISA) | · Page All | Distribution (UCD) |
| · Caller ID to Analog Port | Direct Trunk Selection | Park Orbits | Virtual Extensions |
| Call Forwarding | Directory Names | Prime Line Selection | Voice Mail (embedded) |
| · All Calls | DISA Security | Priority Call Queuing | · Inband Signalling |
| · Busy | Distinctive Ringing | Private Lines | Voice over IP (VoIP) |
| · No Answer | Door Lock Release | Programmable Line Privacy | Walking Class of Service |
| · Busy/No Answer | Door Phones | Programmable Timers | Wireless LAN |
| · Forward DND | Email Gateway | Recall to Operator | |
| · Follow Me | | Redial Review | |
| · External | | Remote Programming-PC | |
| · To Voice Mail | | | |

Please note that not all features are available on all systems. Some features may require optional hardware or software.



| SYSTEM FEATURES | | OfficeServ 7030 | OfficeServ 7100 | OfficeServ 7200S | OfficeServ 7200 | OfficeServ 7400 |
|---|----------------|--------------------|--------------------|---------------------|--------------------|--------------------|
| PSTN Analogue Lines (max) | | 8 | 24 | 60 | 48 | 160 |
| ISDN Basic Rate Digital Lines (equiv. channels) | | 8 | 6 (12) | 8 (16) | 24 (48) | 80 (160) |
| ISDN Primary Rate Digital Lines (equiv. channels) | | N/A | 1 (30) | 1 (30) | 2 (60) | 8 (240) |
| Total Extensions | | 20 | 56 | 64 | 120 | 480 |
| Digital Stations | | 16 | 36 | 64 | 120 | 480 |
| IP Stations +VIP | | 16 | 50 | 64 | 120 | 480 |
| Analogue Stations | | 20 | 24 | 64 | 120 | 480 |
| Data Extensions (ISDN 128kbits) | | - | 12 | 64 | 24 | 24 |
| Music Sources | Internal | 1 | 1 | 1 | 1 | 1 |
| | External | 2 | 1 | 1 | 2 | 2 |
| WIP Base Stations (SMT - R2000) | | 8 | 8 | 8 | 40 | 80 |
| WIP Handsets | | 16 | 56 | 64 | 32 | 128 |
| CTI | Network | Yes | Yes | Yes | Yes | Yes |
| | TAPI | Yes | Yes | Yes | Yes | Yes |
| Digital Voicemail | | Yes | Yes | Yes | Yes | Yes |
| Direct Indial Numbers | | Yes | 999 | 999 | 999 | 999 |
| Calling Line Identification (CLI) PSTN / ISDN | | Yes | Yes | Yes | Yes | Yes |
| Trunk Groups | | 5 | 11 | 10 | 30 | 30 |
| Stations Groups | | 10 | 20 | 20 | 40 | 80 |
| UCD Groups | | 10 | 10 | 10 | 20 | 40 |
| Pick up Groups | | 10 | 20 | 20 | 99 | 99 |
| Account Codes | | 999 | 999 | 999 | 999 | 999 |
| Authorisation Codes | | 500 | 500 | 500 | 500 | 500 |
| CLIP Numbers (translation table) | | 1000 | 1000 | 1000 | 1000 | 2000 |
| CLIP Review Blocks | | 500 | 1000 | 1000 | 2000 | 2500 |
| Auto Attendant | Channels | 4 | 4 | 6 | 12 | 12 |
| | | | | | | |
| Least Cost Routing | | Yes | Yes | Yes | Yes | Yes |
| Total Speed Dial Locations | | 1500 | 2000 | 2000 | 2500 | 2500 |
| System speed dialling | | 950 | 950 | 950 | 950 | 950 |
| Station speed dialling (max per station) | | 50 | 50 | 50 | 50 | 50 |
| External Page Zones | | 4 | 4 | 4 | 4 | 4 |
| Internal Page Zones | | 5 | 5 | 5 | 5 | 5 |
| Remote Programming / Support | | Yes | Yes | Yes | Yes | Yes |
| LAN Ports | | 1 | 1 | 1 | 1 | 1 |
| Virtual Extensions | SLT | 20 | 8 | 32 | 22 | 96 |
| | Digital | 20 | 16 | 32 | 40 | 96 |
| S.I.P. Extensions | Standard | 16 | 56 | 64 | 64 | 480 |
| | Trunks | 8 | 64 | 32 | 64 | 224 |
| Conference Bridge | CNF24 Cards | - | - | 1 | 2 | 4 |
| | (max channels) | - | - | 24 | 48 | 96 |

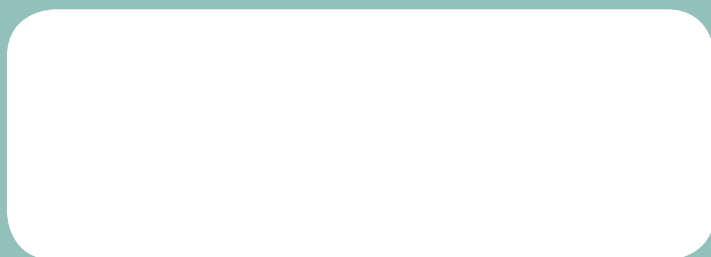
Fully converged solutions and easy-to-manage, all-in-one platforms for small, midsize and large businesses **OfficeServ 7000 Series**

Across Australia and around the world, the Samsung name is associated with innovation, quality, reliability and value. Our commitment to research and product development ensures Samsung's reputation as a provider of the world's most intelligent telecommunications products will continue.

If you would like more information about the best telephone system for you please contact your Samsung Authorised Partner or visit our website at www.samcom.com.au



For further information contact your
Samsung Authorised Partner



Enterprise IP Solutions
www.samcom.com.au

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